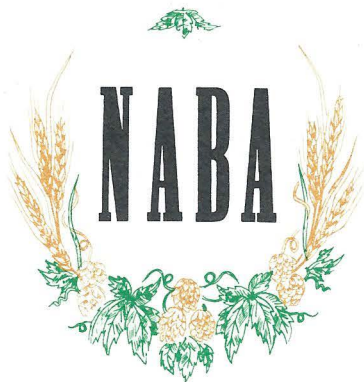


The Breweriana Collector

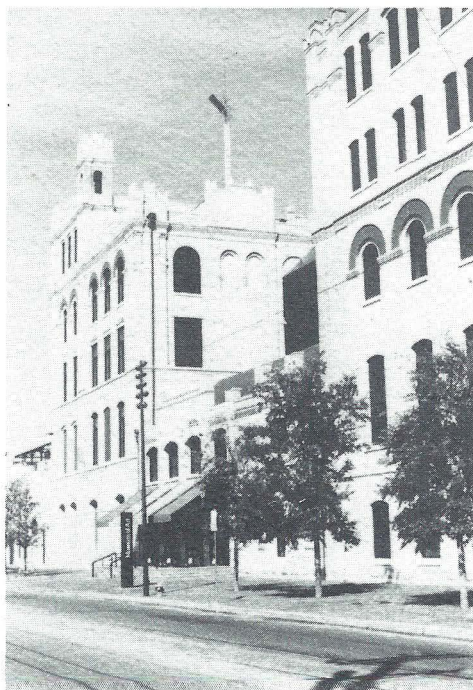


JOURNAL
OF THE
NATIONAL ASSOCIATION
OF
BREWERIANA ADVERTISING

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SAN ANTONIO

National Association Breweriana Advertising

A not-for-profit organization incorporated in the State of Illinois.

Officers:

Robert J. Chapin	President
Herb Ashendorf	Vice-President
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Robert E. Jaeger	Directory Editor
George W. Hilton	Editor, <u>The Breweriana Collector</u>
Charles P. Merrill	1984 Convention Chairman

Dues are \$15 per year domestically, \$20 foreign. Please send applications for membership, dues, change of address and advertising intended for the membership directory to Robert E. Jaeger, 2343 Met-To-Wee Lane, Wauwatosa, WI 53226. Please send manuscripts, correspondence for publication, advertisements for this journal and any other matters concerning The Breweriana Collector to George W. Hilton, Department of Economics, UCLA, Los Angeles, CA 90024. Advertising rates: full page, \$25; half page, \$20; quarter page, \$10; box, \$5. Advertisements in the Buy-Sell-Trade section (p. 30) are free to members, but are limited to bone fide collecting activity as distinct from members' commercial enterprises. Repetition of free advertisements previously run is dependent on space availability.

BROOM HILDA RUSSELL MYERS



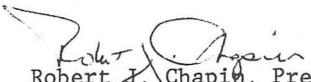
PRESIDENT'S PAGE

Yes, Virginia, there is life after Wisconsin! As a matter of fact, it appears that we've found it in Richmond. Gone are the joys of shoveling snow. Gone is the semiannual removal or mounting of the snow tires. Gone is two weeks of spring and a couple of months of summer (if you're lucky). Unfortunately, gone also, is the Cedarburg Flea Market, the Mukwonago Flea Market, and the Wisconsin Bottle Show. The large and varied supply of Breweriana available in Wisconsin is just not to be found in Virginia. Enter the 1984 NABA Annual Convention, my salvation for this year and an event I'd go to even if I had to crawl. If any of you are still torn as you read this note and haven't decided to attend, drop this letter and call Charlie Merrill today. He'll still get a place for you to stay and soon you'll be enjoying the hospitality of the sovereign state of Texas and the association of your fellow NABA members.

At our recent Board of Directors meeting several items were resolved that I wish to bring to your attention. A number of your representatives have received inputs from their associates that there is a growing need to highlight those members that have chosen to focus their collecting activities on the more contemporary items of Breweriana memorabilia. In hopes of recognizing this important aspect of the Breweriana field we have decided to hold two auctions during the forthcoming NABA National Convention. The traditional auction will be held on Saturday and a second auction will be held on Sunday. Sunday activities will be restricted to post 1950 items. Both auctions will be limited to two items per member and opening bids of \$10.00. It's important that we recognize the contributions of Dave Matthews and his associates who give freely of their time and who will conduct both sessions at San Antonio. Please make an effort to bring auction items that will enable both auctions to be successful.

In an effort to recognize the younger collectors within the membership and their special wants and concerns, the Board of Directors has appointed an advisor to the Board on this subject. Mike Wenthe has kindly consented to accept this position, and we look forward to his assistance in this important area.

Sue and I look forward to seeing you in San Antonio in August, and I urge each of you to make every effort to attend.


Robert J. Chapin, President
National Association
Breweriana Advertising

Wurst Is the Best in New Braunfels

By BETH REIBER

Los Angeles Times, October 3, 1982

NEW BRAUNFELS, Tex.—In New Braunfels you don't say "house." It's "*haus*," and shops and stores have such names as the Candle Haus, Log Haus and Opa's Haus.

Smith and Jones may be common names elsewhere in the country, but in New Braunfels it's Vollbricht, Richter, Holz and Krause.

Want to watch old-timers sitting around playing a game of skat, a German card game? How about trying your hand at nine-pin bowling alleys where the terminology is still written in German? Or maybe you're hungry for sausages, breads and pastries.

New Braunfels, with its 2,200 inhabitants, is a community where you are as likely to hear German as English, a community that even published a newspaper in German until just a few years ago. But that's not surprising, considering that New Braunfels was the first planned German community in Texas.

It was founded in 1845 when Prince Carl of Solms-Braunfels led a group of German settlers to the banks of the Comal River. The industrious Germans laid out streets, drew lots to see where to build their homes, and built their churches and schools. There were skilled craftsmen among them, carpenters, bakers, millers, farmers and ranchers. The tiny German community prospered.

New Braunfels, blessed by its good location, continues to thrive. After all, San Antonio is only 30 miles south and Austin, the capital of Texas, is 50 miles north. The Hill Country, with its gently rolling hills studded with rivers and lakes, stretches to the northwest.

But what makes New Braunfels such a charming little village is that the German influence in language, culture and traditions is still strong.

"We are a community in which one-third of the people is German, one-third is Mexican and one-third is mixed," said Tom Purdum, executive vice president of the New Braunfels Chamber of Commerce. "But the two-thirds ethnic group isn't of recent origin. They are fourth, fifth and sixth generation, so their families have been here a long time.

"Of the German group, at least the majority speak enough German that if they went to Germany, they could get by."

Visitors From Germany

They don't have to go to Germany, however, to practice their German. According to Purdum, someone from Germany visits New Braunfels almost every week.

Visitors come to New Braunfels for several reasons. Its biggest attraction probably is its annual Wurstfest, or Sausage Festival.

Held every autumn for 10 days, the Wurstfest salutes the best of the wurst. You can sample all kinds of sausage, from smoked and crispy to hot and juicy. You can try strudels and *kartoffel*, or potato pancakes, and listen to yodelers and traditional German oompah bands and watch German folk dancers. If you can't make it to Munich's Oktoberfest, the New Braunfels Wurstfest may be the next best thing.

This year's Wurstfest is slated for Oct. 29 to Nov. 7. Future dates are Nov. 4-13, 1983, and Nov. 2-11, 1984.

In recent years a new activity in New Braunfels has arisen to rival that of the Wurstfest—riding the rivers in a raft or inner tube.

You can take three-hour raft trips on the Guadalupe River or drift down the Guadalupe or Comal rivers in an inner tube. You can even ride the Tube Chute, where water rushes rapidly through a narrow canal, depositing tubers into the Comal River. Open every day from May to October, the Tube Chute charges \$2 admission and rents tubes for another \$2.

"Many of the townspeople don't like the floaters," one man confided, shaking her head. She was standing on

a bank of the Comal River, watching people draped over inner tubes floating lazily downstream. "One Fourth of July my sister and I counted 1,002 inner tubes floating down the Comal in the course of one hour.

"It wouldn't be so bad if they didn't litter the place with cans." She sighed. "Now I don't mind the beer. But I hate it when they throw the cans away."

No, she wouldn't mind the beer. After all, being the German community it is, New Braunfels never recognized Prohibition. There was a joke in Texas during prohibition that said if you wanted beer you went to New Braunfels, and the first house you saw with a tin roof was where you could buy the brew. Back then all the houses in New Braunfels had tin roofs.

But before you take a dip in the cold waters don't neglect taking a tour of New Braunfels. And if you're in Texas in the winter, there's plenty to see to warrant a stopover.

Get a Tour Guidebook

Your first stop should be the chamber of commerce at the corner of Seguin and Garden streets, where you can pick up a copy of the "Walking Tour Guide of Historic New Braunfels." Thirty-nine sites are listed, 29 of which are more than 100 years old. Many of the homes are of *fachwerk* construction, half-timber, and New Braunfels reputedly has more *fachwerk* than any other city in the United States.

The best way to get a real feeling for what it must have been like to immigrate to Texas from Germany in the mid-1800s and to set up a home in a foreign land is to visit the Sophienberg Museum.

Open from 10 a.m. to 5 p.m. Monday through Saturday and 1-5 p.m. on Sundays, the museum has excellent displays of the personal effects and household items of the pioneer era. You can see pewter ware from Germany, musical instruments; handmade furniture, spinning wheels, old sidesaddles for women and carpentry tools.

The Lindheimer Home, open every day except Monday 2-5 p.m. May through September, is a good example of the *fachwerk* that the German settlers adapted to Texas cedar and limestone. The house, which contains many of its original furnishings, was built in 1852 for the editor of the *Neu-Braunfelser Zeitung*, Ferdinand Lindheimer, who published the newspaper from his home for 20 years.

Other sites worth a visit are Conservation Plaza, a collection of old settlers' homes (it will house a future Museum of Texas-made Furniture), and Gruene, a restored mid-1800s German village on the outskirts of town.

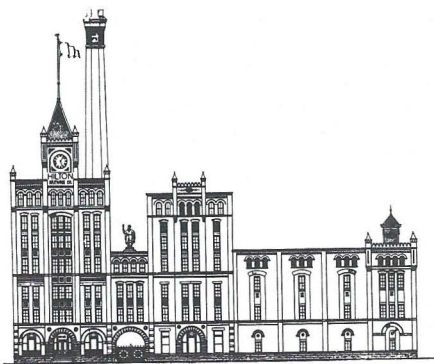
As for the countryside, the people of New Braunfels claim that River Road winding along the Guadalupe from New Braunfels to Canyon Lake is the prettiest drive in Texas. Canyon Lake, one of the best sailing lakes, has an 80-mile shoreline and seven parks in the heart of the Hill Country.

Of course you won't want to leave New Braunfels without sampling some of its German cuisine. Naegelin's Bakery, which has been in operation for 100 years, should satisfy any sweet tooth. Probably the most well-known restaurant in New Braunfels is Krause's Cafe. A popular watering hole for the old-timers, Krause's is filled with the smell of sausage, sauerkraut and German potato salad.

Krause's also has a delicatessen stocked with sausages you can buy to take home. There are so many wursts, you may well have difficulty making a decision. When someone comes to take your order, you might be tempted to simply shrug your shoulders and say, "*Es ist mir wurst*," which means, "It doesn't matter to me."

Taken literally, however, it means, "It's sausage to me."

In New Braunfels, nothing could be more appropriate.



FERMENTATION

The One Best Place to Meet

For several years we have expositied the editorial view that San Antonio is the one best place for NABA to meet. We continue to be of that opinion -- and will stick with it even after we have met there. Consider the attractions:

- Two breweries, one old, one modern, both with fine hospitality rooms.
- An art museum in an old brewery.
- A unique downtown development, with walks built along the banks of a dammed portion of the San Antonio River.
- Great food of a wide variety. The city prides itself on its poly-cultural character.
- Plenty of historical sites, including the Alamo and several other old missions.

No other city could offer us all this. Charlie Merrill and the others on our local arrangements committee have scheduled events both at Lone Star and Pearl so as to let us split the bliss between the two breweries. Elsewhere in the issue we have run several articles as guides to the city.

We also call your attention to the attractions in nearby areas. You may think of the region as predominately hispanic, but it had an early and massive Germanic immigration, of which New Braunfels, 35 miles north of San Antonio on I-35, is the center. You'll find some German restaurants there to class with Kalt's and Karl Ratsch's in Milwaukee.

At Shiner, about 90 miles east of San Antonio on U. S. Alternate 90, is the Spoetzl Brewery. We have often sung the praises of this enterprise, but now above all, plan to include it in your tour. Since Shiner has one small motel, which is typically filled with long-term residents, neither NABA nor any other organization is likely to meet there. Seguin, the principal intermediate town between Shiner and San Antonio, prides itself on being the barbecue capital of the nation.

New Orleans is cooperating by holding a World's Fair in a cleared area along its riverfront. This is the sort of thing New Orleans would do well. If you have never visited the city, you ought to schedule your trip that way this year. Everybody knows what the French Quarter is. Bourbon Street has a honky-tonk atmosphere, but the rest of it has retained a traditional character that is quite authentic. We recommend Felix's as a good inexpensive restaurant in the Quarter, and K. Paul's Kitchen as the leading purveyor of traditional creole meals. As noted elsewhere in the issue, the Jax brewery is being developed as a shopping center and a set of international restaurants, including several creole places.

Houston may be organized around oil refining rather than the tourist trade, but it does have Gilley's, the world's biggest nightclub. As noted on other occasions, Gilley's has its own brand of canned beer, and sells trays, neon signs and other breweriana. Stroh's former Schlitz brewery in Longview has tours and operates a souvenir shop. It is quite convenient for members driving from the East or Midwest.

Consider also a trip to the Rio Grande Valley. It is very hispanic, which by the editor's standards is a big attraction. Laredo, an almost wholly Mexican American city, is about two hours drive from San Antonio. (Texans do not drive notably slowly.) If you have never seen a bullfight, this may be your chance to see one. There is a bullring at Nuevo Laredo, across the Rio Grande, which usually has bullfights on Sunday afternoons at 4:00, but at the present writing it is too early to know the schedule. Check in San Antonio if there is one. The first fight will probably get you over any feelings that the whole thing is an effort to be cruel to a bull, and you'll watch the other five as the Mexicans do to see what the matadores can do in showing grace and style in the face of danger.

Finally, if last winter made you a bit cynical about the climatic glories of Milwaukee, Buffalo or wherever, and you are looking for a warm place to retire, consider the San Antonio area. Of all the American cities with hot climates, it is the most cosmopolitan, the most varied and by the editor's standards, the most interesting. A lot of the military who are assigned to bases at Texas at some times in their careers fall in love with San Antonio and decide to retire there. You could do worse.

* * *

We are pleased to report the organization of The Australian Beer Society, a club for anyone with an interest in Australian beer, whether a collector of artifacts, an historian, or just a general enthusiast. Dues are \$10 per year for Associate Membership, plus \$5 entrance fee, both in Australian funds. The address is Box 32 P. O., Mayfield, NSW 2304.

* * *

As always, we are pleased to have new members in NABA. Actually, we would like to do more to welcome new members than we do. We'd like to have a new-members' page with some biographical detail and an account of their collecting interests or achievements. If we have recruited somebody with the only known Frank Jones neon sign, the membership should know about it.

This reasoning doesn't apply only to new members, obviously. We are always eager to have articles on members' collections, such as Mike Bartels' on his treasure trove of Bartels artifacts a year ago.

* * *

A reader wrote to enquire the location of the Gale Publishing Company, which we did not have. It had been mentioned in a book review in issue 43. Any book shown as in print can be ordered from any store selling new books. Delivery usually takes about three weeks. In future reviews of new books, we will include the publisher's mail address, if known, for the benefit of readers who want to order direct. For out-of-print books, we can do no better than refer readers to the firm advertised in issue 45, page 27: Twin Lakes Old Books, Route 1, Fort Ripley, MN 56449. This, at last, is a bookseller who proposed to specialize in beer-related works. Hurray!

* * *

The Museum of Afro American History seeks assistance on the local history of the breweries of Roxbury, MA. Any member who could assist in this should write the museum's President, Byron Rushing, at Box 5, Dudley Station, Roxbury, MA 02119.

George W. Hilton, Editor
Department of Economics
UCLA
Los Angeles, CA 90024

May 25, 1984



A CATALOGUE OF ADVERTISING BEER GLASSES

LONE STAR BREWING CO.

SAN ANTONIO, TEXAS

The San Antonio Express of September 18, 1884 reported a party and parade held the preceding day, celebrating the opening of the Lone Star Brewing Co.. More than two thousand of the local citizenry attended to hear speeches and drink beer. The affair was hosted by Major Hermann Kampmann, described by the Express as a prominent local banker and chief stockholder in the brewery. The Express reported the brewery had cost \$150,000.00 to complete and had a brewing capacity of 25,000 barrels per year. It also mentioned that one Adolphus Busch of St. Louis was a shareholder. To what extent Adolphus Busch was involved in the founding of Lone Star is open to speculation because several other sources reported, after the fact, that he was President and chief stockholder [1], and that by 1891, Lone Star had become part of Anheuser-Busch [2]. All sources agree that Busch was at least a shareholder and officer when the brewery was chartered on August 10, 1883 [3]. In any event, the brewery operated successfully until Prohibition closed it in 1919.

-
1. One Hundred Years of Brewing, H. S. Rich and Co. Publishers, 1903.
 2. The Houston Post, Sunday, March 11, 1979.
 3. Note the similarity of the Anheuser-Busch eagle logo as it developed around 1900, and the Lone Star eagle cataloged here as #3. This could be coincidence or it could reflect the hand of Adolphus Busch. Eagles were not all that common in Pre-Prohibition beer advertising.

Lone Star emerged again in 1940 when a Texan, one Harry D. Jersig, bought the failing Champion Brewing Company for \$118,000.00, reorganized and renamed the brewery. Lone Star produced only 39,000 barrels in 1940, but under Jersig, Lone Star grew into a strong regional brewery with a capacity of 1,500,000 barrels in 1976 [4]. Olympia Brewing Co. acquired Lone Star for a reported \$35,000,000.00 in 1977 [5], and early in 1983, Lone Star became a part of the Heileman Brewing Company organization.

The theme of Lone Star advertising has tended to stress its geographical location and its water source - artesian wells fed from sources in the vast Edwards Plateau of West Texas, i.e. "Brewed with pure Artesian water" (1945), "Going great in the Lone Star State" (1954-1955), "Texas Fine Light Beer" (1942-1952), "From the Big Country" (1971-1973), "No Place But Texas" (1974-1980), and currently, "The National Beer of Texas". Combine these slogans with figures of Cowboys and beer drinking Armadillos and Lone Star has truly become the cult beer of the Lone Star State.

In preparing the scarcity classification of the glasses in this catalogue, I am continuing to use the codes first employed in the Jax catalogue published in the NABA Journal in 1982. The codes have proved to be sufficiently descriptive and have remained substantially accurate since that article appeared. Please remember though, the Codes are based on my experience only and should be applied with caution.

C = Common, seen frequently, and most collectors have one.

UC = Uncommon, usually describing a variation of logo combined with variation of glass shape or size. This is the area where the collector who wants one of everything really needs a catalogue.

S = Scarce, tough enough to be an asset to any collection, and a good trader.

R = Rare, three or less known to exist.

4. Modern Brewery Age Blue Book, 36th Edition, 1976.

5. Not a bad profit for Harry D. Jersig!

PRE-PROHIBITION

1. Ceramic mug, 4 5/8", tan with red-brown markings. R
2. Hourglass, 4 1/4", white "etched". R
3. Shell, 3 5/8", gold rim, white "etched".[6] S

POST PROHIBITION

4. Stemmed Pilsner, 8 1/4", blue logo, 1942-1946. S
 - a. Same logo, Shell, 4 1/4", not pictured. S
 - b. Same logo, Shell, 3 3/4", not pictured. UC
 - c. Same logo, Shell, 3 1/2", not pictured. UC
5. Schooner, 6 1/8", "Texas Fine Light Beer", red, 1942-1952. UC
 - a. Same logo, Sham, 5 7/8", not pictured. S
 - b. Same logo, Sham, 5 1/4", not pictured. S
 - c. Same logo, Barrel, 3 1/8", frequently with gold rim, not pictured. C
 - d. Same logo, 'restaurant water glass', [7] 4", "Texas Fine Light Beer" on backside. This shape was a prototype not used by Lone Star. R
 - e. Variation, Schooner, 6 1/8", red logo without shield, agency design, not used. R
 - f. Variation, Shell, 4 3/4", brown logo with brown stars scattered randomly over glass. Agency art design, not used. R
 - g. Variation, Shell, 4 3/4", brown and yellow logo, like 5f, not pictured. R
6. Sham, 5 7/8", red logo, 1946-1952. S
7. Sham, 5 7/8", red logo, cowboy on a shooting star, "Goin' Places! Clear across Texas", 1952-1955. R

-
6. Local collectors note the similarity of this logo with the Sabinas logo, shown later, particularly the similar configuration of the Mexican eagle.
 7. This is my description of the shape of the glass commonly used in cheap restaurants I used to frequent. The shape is rare in advertising beer glasses. I don't see it in restaurants much anymore either.



1



2



3



4



5



5d

reversed



5e



5f



6



7

- a. Same logo, Barrel, 3 1/8", not pictured. UC
- 8. Schooner, 6 1/8", red logo, "Certified Premium Quality", shield on three sides, not pictured, 1957-1959.[8] C
 - a. Same logo, Hourglass, 5 1/2". UC
 - b. Same logo, Shell, 4 3/8".[9] C
 - c. Same logo, Shell, 3 1/2", not pictured. UC
 - d. Same logo, Barrel, 3 1/4", not pictured, size of shield may vary. S
 - e. Ceramic mug with gold bands, gold shield on reverse. Hand painted except for shields and does not appear to be a production piece. No further history known. R
- 9. Sham, 6 3/8", red logo, The Lone Star Cowboy, probably the most popular Lone Star logo among collectors outside Texas 1958. C
 - a. Same logo, Sham, 5 3/4", not pictured. C
 - b. Same logo, Shell, 3 1/2", not pictured. S
 - c. Same logo, Barrel, 3 1/4", may have gold rim, not pictured. C
- 10. Schooner, 6 1/8", red logo, "Brewed with Pure Artesian Water" on three sides - start around logo - not pictured, 1959-1961. C
 - a. Same logo, Hourglas, 6 1/8". UC
 - b. Same logo, Shell, 4 3/4", not pictured. UC
 - c. Same logo, Shell, 4 3/4", logo in gold, not pictured. R
 - d. Same logo, Barrel, 3 1/4", red, not pictured. UC
 - e. Same logo, Barrel, 3 1/4", logo in gold, not pictured. UC
 - f. Same logo, Glass Mug, handle fastened at bottom only, 4 3/4", not pictured. R

-
- 8. A shield in this shape, with little variation, has been the trade mark of Lone Star from 1957 to the present. Note the difference between this shield and the earlier shields 5 and 6.
 - 9. The glass pictured is a manufacturing error with two shields and the slogan overprinted. R!!



8a



8b



8e



9



10a



10g

- g. Variation, Ceramic mug, 5 3/4", logo in red, gold and blue decal on white mug, not a production piece. R
- 11. Schooner, 6 3/8", red logo "America's Certified Quality Beer", not pictured, 1962. S
 - a. Same logo, Hourglass, 5 1/2". UC
 - b. Same logo, Sham, 5 5/8", not pictured. S
 - c. Same logo, Barrel, 3 1/4", not pictured. UC
- 12. Stemmed pilsner, 8 5/8", red logo "Makes the Most of Natures Best", 1965-1966. S
 - a. Same logo, Glass mug, 5", may have logo on two sides, not pictured. UC
 - b. Same logo, Shell, 4 5/8", not pictured. UC
 - c. Same logo, Barrel, 3 1/4", not pictured. UC
 - d. Variation, Schooner, red logo identical with #10 above except with "Makes the Most of Natures Best" on three sides, stars around logo, not pictured. S
 - e. Variation, Hourglass, 5 1/2". S
 - f. Variation, same as 'e', Shell, 4 5/8", not pictured. S
 - g. Variation, same as 'e', Shell, 4", not pictured. S
 - h. Variation, same as 'e', Barrel, 3 1/4", not pictured. UC
 - i. Variation, same as 'd', Shell, flared sides, 3 3/4", not pictured. R
 - j. Variation, same as 'e', Barrel, 3 1/4", gold logo and gold rim, not pictured. S
- 13. Stemmed tulip, 7 1/8", white logo, Marques, 1967.[10] S
- 14. Ceramic mug, 4", red and black logo on white mug, gold stripes on handle - Lone Star Hall of Texas History, Hemisfair, 1968. Reverse side, Cowboy in tan, green, red and black. R
 - a. Variation, same as #14 in size, brown shield on one side, Lone Star Brewing Co., San Antonio, Texas, in brown on reverse. No reference to Hemisfair, not pictured. R

-
- 10. Marques was in anticipation of the imported and super-premium beer merchandising. Lone Star spent a lot of money promoting the name, but it didn't catch on.



11



12



12e



14



13



14
reversed



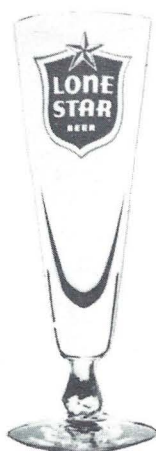
14c

- b. Variation, ceramic mug, 5", brown shield on one side, prose extolling virtues of beer on reverse, not pictured. R
- c. Stemmed pilsner, 9 1/8", red and gold logo.[11] R.
- 15. Glass mug, 5 7/8", red logo, small printing in red balls recite previous logos - "Certified Premium Quality" and "Brewed with Pure Artesian Water", may have logo on two sides, 1978 - present. C
 - a. Same logo, Glass Mug, 4 3/4", not pictured. C
 - b. Same logo, Glass Mug, 4 1/2", not pictured. C
 - c. Same logo, Glass Mug, 6", slightly flared at top, not pictured. C
 - d. Same logo, Hourglass, 6 1/2", may have logo on two sides, not pictured. C
 - e. Same logo, Hourglass, 6", not pictured. C
 - f. Same logo, "Modified" Hourglass, 7", (top flare not so pronounced), not pictured. UC.
 - g. Same logo, Barrel, 3", not pictured. C
- 16. Stemmed pilsner, 8 5/8", red shield surrounded by yellow line, 1978-present. [12] C
 - a. Same logo, Schooner, 6 1/8", thin walled, 1 3/4" logo on one side, 7/8" logo reverse side, not pictured. S
 - b. Same logo, Schooner, 6 1/8", thin walled, 7/8" logo both sides, not pictured. UC
 - c. Same logo, Glass mug, straight sides, right handle, 4 5/8", not pictured. C

-
- 11. Local collectors have believed this glass to be a special occasion piece, but none knew the occasion. Bill Roth of Lone Star remembers this as a Hemistair piece. Rowland Edwards saw the glass along with a special Lone Star draft can in the Lone Star plant operations office during the early 1970's. He heard it was a special in-house commemorative glass, celebrating a production goal. The scarcity of the glass supports this theory.
 - 12. I have never seen either the #15 or #16 outside the gift shop at the Lone Star Brewery; all the outside drinking has been from paper or plastic cups. This being the case, I would expect the scarcity of these pieces to increase dramatically over the next few years, particularly the wheel cut logos, which were fairly expensive to begin with.



15



16



16d



16e



16d
reversed



16g



16j



16j
reversed

- d. Same logo, Ceramic mug, 5", white, reverse side has one of the rare artist renditions of the famed 6 ton armadillo which almost drank the entire Lone Star beer production in 1980-1981. C
- e. Variation, Glass mug, 4 3/4", straight sides, left handled, wheelcut logo. UC
- f. Variation, Glass mug, 6", straight sides with indented base, wheelcut logo, not pictured. UC
- g. Variation, Sham, 6", red shield surrounded with red line. C
- h. Variation, Schooner, 6 1/8", thick wall, 1 3/4" logo on two sides, not pictured. C
- i. Variation, Glass mug, 4 1/2", right handle, logo on one side, not pictured. C
- j. Variation, Glass 'Boot' mug, 6", handle on rear, logo on front.
- k. Variation, "Modified" Hourglass, 6 1/2" to 7", shield without any border, not pictured. C

SABINAS BREWING CO. - 1933-1939

Aside from local legend and plant sites there is little reason to catalogue Sabinas with Lone Star.[13] Local legend has it that during prohibition, Lone Star moved their brewing facilities to Sabinas, Coahuila, Mexico, a town about 75 miles south of the border at Eagle Pass, Texas, and Cervaceria Sabinas, SA, shipped beer north of the border. After repeal, the Lone Star plant was returned to San Antonio and opened under the name of Sabinas Brewing Co. in July 1933. End of Legend. Fact is, a couple of good German Boys named Haegelin formed Compania Cervaceria Sabinas, SA, in Sabinas around 1905. A surviving brother moved the plant to San Antonio after repeal of prohibition and operated until 1939 when financial problems resulted in re-organization.[14]

-
- 13. Friedrich and Bull do show Sabinas in the Lone Star Line. See The Register of United States Breweries, page 39.
 - 14. I am relying on what appears to be an authoritative article written by a Bryant Saner which appeared in a now defunct newspaper. I cannot identify the paper and suspect it was copyrighted, otherwise I would seek permission to republish the article in the NABA Journal. It is an excellent chronicle of a Gringo brewery during the 1910 Mexican Revolution, complete with a raid by Pancho Villa. Since the fact is as good as the fiction, I will catalogue the two known Sabinas glasses here.

Sabinas 1 - Shell, 3 5/8", white 'etched' logo. Glass appears to be of Mexican manufacture, with numerous air bubbles. Strike of logo is very good pre 1920. R

Sabinas 2 - Shell, 5 1/8", wheel cut logo. Appears to be of American manufacture, date uncertain, but undoubtedly post-prohibition. S

a. Same logo, Shell, 3 3/4", most of these glasses have slight purple tint. S

ADVERTISING CARD: This card supports the legend! The front of the card approximates the label from the Coahilla brewery (pre 1933) and bears the logo of Sabinas #1, above. The reverse side is identical with the logo of Sabinas #2. Question: was Sabinas #2 a prohibition advertising piece for bootleg beer as per the legend?

ACKNOWLEDGMENTS

I wish to acknowledge the assistance of Bill Roth, Russell DeBerry and Pat Dunavan of the Lone Star Brewery in helping me date the logos, and the assistance of Herb Ramsey and Rowland Edwards, N.A.B.A. members who edited this catalogue for completeness. Lastly, I wish to thank my wife, Florence, who, weary of hearing me swear, bought me a camera that works.

Copyright, 1984

CHARLES P. MERRILL

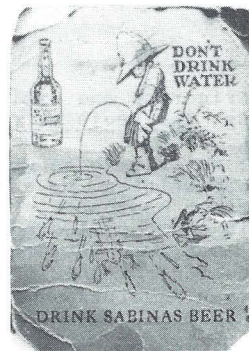
BELLAIRE, TEXAS



SABINAS 1



SABINAS 2



Myra Waldo's Guide

Blend of Cultures in San Antonio

San Antonio, a florid, lively town of 250,000, is 150 miles northeast of the Mexican border and 74 miles southwest of Austin, the capital of Texas.

It's an engaging place indeed and a captivating destination for tourists, who arrive in great numbers.

It was a Spanish camp as far back as 1691. Later the Franciscan mission San Antonio de Valera (subsequently to be called the Alamo) was established in 1718. San Antonio was proclaimed a city by Philip V of Spain shortly thereafter. Subsequently, it came under Mexican control.

By the next century a large proportion of the inhabitants were Americans (having arrived under a Mexican colonization plan) and they fought aggressively to break away from Mexican domination. This led to the famous Battle of the Alamo (Feb. 23 to March 6, 1836) during which the Americans fought the Mexicans who were under the leadership of Santa Anna.

The Alamo fell, but only after all of its defenders were killed, including such notables as Davy Crockett and James Bowie. That was a crucial point in Mexican-American relations, and on April 25, 1836 (in the Texas War of Independence) the Texans won their freedom.

Now San Antonio is an important city, gaining considerable economic strength from the five major military bases in the area. It's a community that combines American and Mexican cultures in an apparently successful blend, and where many people speak both English and Spanish.

When to Go: Winter weather is quite pleasant, with highs in the upper 60s during the day but turning quite chilly at night (low 40s). March through May, and September-October are the best months, with temperatures in the high 70s or low 80s, but somewhat cool at night. From June through August, days are lovely but quite hot; highs are regularly in the 90s, dropping into the 70s at night. Rainfall is moderate throughout the year, averaging about six days a month with measurable rainfall.

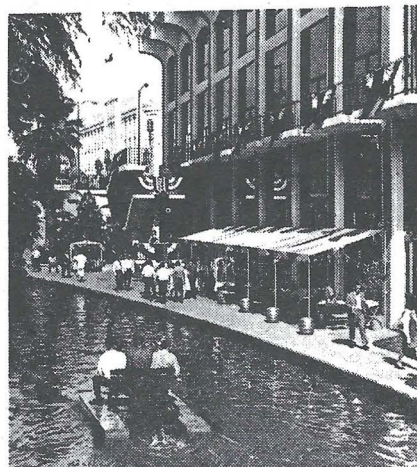
What to Wear: Informality is the rule, and conservative sports clothes are suitable almost any time. Of course, people do dress up for special events, parties, or dinner at one of the leading restaurants.

Arrivals and Departures: San Antonio International Airport is eight miles north of downtown; travel time is about 20 minutes. Taxis charge about \$8.50; there are also stretch "limousines" costing \$4. (For two people it's just about the same price to take a taxi and avoid the numerous time-consuming stops at various hotels en route.) Metropolitan Transit has bus service to its downtown terminal; the fare (making stops) is 40 cents, the express service (strongly recommended) is 75 cents and exact change is required.

Health: Everything should be satisfactory, but avoid staying in the direct sun for extended periods during summer. Don't fail to take warm coats or wraps when going out in winter evenings.

Time Evaluation: Two to three days is about right.

Where to Stay: The famous hotel is the St. Anthony (old but still nice), with rooms ranging from \$45 to \$90, double occupancy. The Menger is also old but dignified; it has a new wing (\$35-\$50). The Hilton Palacio del Rio is excellent; it's just west of the Convention Center; about \$80-\$90. Two new hotels are the Marriott (\$70) and the Four Seasons (\$85); both just fine. An attractive small place is La Mansion del Rio, on the river (\$75). For those who want a downtown motel there's the Travelodge on the River and La Quinta-Downtown; about \$40.



San Antonio's River Walk is in heart of the city.

Dining: At some restaurants ambiance is the chief attraction, such as a riverfront location or one atop a tower. For example, the Tower of the Americas is a revolving restaurant where the views are marvelous and the food is dismal; about \$40-\$50 for two. Along the riverbanks are tiny, atmospheric restaurants where edible meals are served, but the lovely setting is the main attraction and the food is secondary (if not tertiary).

Good steaks and other American fare at the Little Rhein Steakhouse; similar prices. The best French restaurant is probably La Louisiane; \$50-\$60.

Mexican food is featured in San Antonio. For atmosphere, the Casa Rio, at the river's edge, is appealingly located; the food is fair enough; about \$20-\$25. You'll eat much better in the Market Square district (also called El Mercado) dating back two centuries. Mexican shops are open from 10 to 6 daily, but you can eat at Mi Tierra, open 24 hours a day; it's crowded and noisy, but amusing; about \$20.

Sightseeing: The city is famous for its river, the San Antonio. It's the heart of the city, wandering gently through San Antonio's center. Grassy slopes rise from the river, which is lined by restaurants, boutiques, night spots, hotels and tourist attractions.

The River Walk (preferably called the Paseo del Rio) follows the river for just slightly more than a mile, making it a delightful walking excursion; you can return by the opposite bank. On the river, small boats chug up and down with seven boarding places en route; the fare is about \$1, and half that for children. It's the Paseo del Rio that makes San Antonio one of the most delightful tourist destinations in the nation.

The outstanding historic attraction is the Alamo; it's open from 9 to 5:30 weekdays, 10 to 5:30 Sundays; there's no charge.

Be sure to see La Villita, the Little Village, a successful effort (restored by the WPA in 1939) to re-create the Mexican village that once stood there.

Worthwhile seeing are the four old missions dating from 1720 to 1731: San Jose (most interesting of all),

Concepcion, Espada and Capistrano; the missions are open daily from 10 to 6; individual admissions are 50 cents but a tour ticket is \$1.

Other sightseeing attractions include the King William Historical District (with early Texas homes), the Spanish Governor's Palace and San Fernando Cathedral.

Getting about is rather easy; the VIA has minibuses that cut through the downtown area and charge a mere

10 cents. Organized bus tours leave daily from Alamo Plaza and also from most hotels; the charge is a rather steep \$18, half price for children under 12.

Miscellaneous: Tipping is about the same as elsewhere in the United States. Shops are open from 9 to 5:30 but some stay open until 9 Thursday evening. For particulars about any phase of tourist interest, write to the San Antonio Convention and Visitors Bureau, P.O. Box 22777, San Antonio, Tex. 78297.

THE SUN, Sunday, November 27, 1983

Brewery to mall in New Orleans



The Jackson Brewery in New Orleans is being redone to include six levels of shops and food tenants. It is part of a renewal effort that also includes a park.

Since Boston has Faneuil Hall and San Francisco Ghirardelli Square, why shouldn't New Orleans have a retail, food and entertainment complex?

Come next spring, it should. The castle-like Romanesque revival-style Jackson Brewery Brewhouse, a 65,000-square-foot structure built in 1891 on the banks of the Mississippi River across from Jackson Square, is to be transformed into such an attraction in time for next May's opening of the Louisiana World Exposition, about a mile upstream, where 11 million visitors are expected during the fair's six-month run.

Incidentally, the American Automobile Association says it has purchased more than 250,000 general admission tickets, valued at more than \$4 million, for the fair, and plans to sell them to members either directly or as part of package tours.

When renovated, the Jackson

Brewery, once home to Jax beer, will boast a six-level interior surrounding a 100-foot atrium rising out of the center of the building. Plans call for one floor to be devoted to Jaxfest, a seven-day-a-week, 12-hour-a-day "celebration" of New Orleans cooking, where such dishes as jambalaya, gumbo, andouille and etouffe will be served from booths and kiosks.

Other levels will contain shops, stages and restaurants, and each level will offer a view — of either the Mississippi, Jackson Square or the Vieux Carre.

The renovation is the first phase of a \$150 million urban development project to be carried out over 10 years. More details from the Jackson Brewery Development Corporation, P.O. Drawer 57329, New Orleans, La. 70157, (504) 581-4002.



THE K. SPOETZL BREWERY, SHINER, TEXAS

Shiner (pop. 2102) is a farming town of overpowering ordinariness a little more than halfway from Houston to San Antonio, 19 miles south of the Flatonia off-ramp from I-10. It would wallow in obscurity except that it is the home of the K. Spoetzl Brewery, the picturesque miniature in the photograph above. This is about the size of the Stevens Point Brewery, producing about 45,000 barrels in good years. Point is not architecturally particularly distinguished, but Spoetzl is a gem, a tiny version of the traditional gravity-flow brewery with a high-standing tower. In the photograph above, the company's office building is at left and the hospitality room to the right. The company does not provide tours because of OSHA regulations, but the plant is so small that one can see most of it by sticking his head through a door near the hospitality room. Note the electric American flag.

The company is ideal in hospitality. Somebody is on duty at all working hours, giving Shiner Beer to anybody who wants it and who behaves himself. There is no apparent limit on quantity. Satisfying Shiner's demand for beer at a zero price is not difficult. The office, in the building at the left, sells clothing, glassware, coolers, an electric clock, a thermometer, and two styles of tap marker.

How good the future for Spoetzl is we cannot say. Like Point, the firm is well organized to supply a limited area. A state law that prohibited brewing companies from operating as their own distributors was expected to work mainly to Spoetzl's disadvantage, but the firm appears to have weathered that problem. Some observers of the industry expect small operators like this to have less difficulty in surviving than the medium-sized regional brewers. In any event, one would be well advised to visit this treasure incidentally to our convention in San Antonio. Shiner is somewhat less than two hours east of the city. If you hit town after working hours, two bars in the central area serve the product on draft, and several outlets sell it in six-packs. Shiner, if truth be told, is not a community organized about high living.



THE SAN ANTONIO MUSEUM OF ART

When Lone Star moved to its big new plant on the south side of San Antonio, its old brewery on Jones Street was used for storage and other low-level purposes for some years. The old structure, which was built in stages from 1895 to 1904, is a letter-perfect example of a brewery of its time, with arched Romanesque windows and a castellated tower. Happily its beauty was not lost on the city fathers, who conceived the idea of remodeling it into the municipal art museum. With the slogan, "We are brewing art!" they raised \$7.2 million in federal grants, private contributions, and grants from Texas foundations. The building was modified by the Cambridge Seven Associates and the Design Group of New York into a spacious and functional art museum. Both the brewhouse at left and the stockhouse at right have been converted into galleries. An overhead passageway connects them, but this was designed to be as unobtrusive as possible. The architects were extremely conscientious in preserving the general outline of the old brewery. They were widely praised in architectural journals in 1981 after the museum opened.

The museum is one of several operated by the city. One may buy a ticket for this one alone or to the series. This museum is located on the street occupied by the Texas Transportation Company, a rail spur of about a mile that brings railroad cars into the Pearl brewery nearby, using overhead trolley and two old interurban electric locomotives. A San Antonio streetcar that had been in the city's historical museum was brought out, restored laboriously to operating condition, and put in operation on the rail line. A ticket for all the museums includes a ride on the streetcar, or one can buy a trip individually. One can go from Pearl to the art museum by streetcar. This development is particularly laudable, since San Antonio was the first big American city to get rid of its streetcar system completely.

The interior of the art museum is clean-lined and relaxing, but except for some nice metal capitals on columns, does not convey the origins of the building as a brewery.

Traveler's Diary

Fair Changes New Orleans Cityscape

By HORACE SUTTON

NEW ORLEANS—Will this burg ever be the same? Will they ever tote that barge, lift that bale? Will darkness ever fall again on the delta or will the bright lights shine all night as the good times roll?

Those are among the wonders as the days tick away to May 12, the day when the Louisiana World Exposition opens on the banks of the Mississippi.

Some scribes have sought to denigrate the theme of the fair, "The World of Rivers: Fresh Water as a Source of Life." But a pox on their pencils. The theme is not what matters; their pencils miss the point.

What the fair may well do—besides educating visitors on the benefits of *aqua pura*—is change the face of the city and in the meantime alter its personality. What would Paris be without the Eiffel Tower and the glass domes of the Grand Palais and the Petit Palais, all leftovers from expositions? Consider Seattle without the Space Needle. It would merely be the nest of the Seahawks.

The masses of new hotels spurred by the fair as well as the additional meeting sites will turn this good-time city into one of the major convention centers of the world. When all the hotels nearing completion are ready, New Orleans will have 25,000 hotel rooms. And when the fair is over it can stash its conventioners in three halls, one left over from the exposition, the Rivergate convention center and the Superdome.

Hotel Iberville Unveiling

By July, Trusthouse Forte will unveil its Hotel Iberville occupying the upper floors at Canal Place, a cosmopolite's center that has attracted outposts of Saks, Brooks Brothers and Gucci. The Meridien won't make it for the fair, but it will open in October and the word is that it will be the best of Air France's hotels on this side of the sea.

Windsor Court on unpronounceable Tchoupitoulas Street (try telling that to the cab driver) is all suites, including one named for Princess Anne. Park Suite is all suites too, the first major hotel in the historic warehouse district that forms a large section of the fairgrounds.

The Park Suite is across the street from the VIP entrance to the exposition. Adjoining the fairgrounds on the other side is a 426-room annex to the Hilton that hangs over the Mississippi. The new Inter-Continental, sleek and modern in the financial district a few blocks away, is already doing business.

New Orleans residents like to say, "We talk tourist," and this year they will have to. More than a million foreign visitors are expected, many coming by way of Los Angeles, others from Miami tied into visits to Epcot and Disneyworld. Hawkers urge visitors to see America's heartland on the way, stopping off in St. Louis and arriving in town aboard the Delta Queen, a neat sail down the Mississippi.

We had planned to run an account in this issue of the Mendocino Brewing Company's brewpub in Hopland, CA, but it proves to warrant more space than we can give it in a pre-convention number. The post-convention issue is usually rather loaded, also. The winter issue will probably be the place for the story. Meanwhile, for anyone who is in California during the summer, the brewpub is well worth the trip of 100 miles north from San Francisco.

Ambassador Plenipotentiary

The ambassador plenipotentiary for the big bash is a dressed up, Disney-style pelican who stands 6½ feet tall, has a big yap and is called Seymore D. Fair. In his light blue tuxedo, Seymore and his clone (there are really two Seymores) have been tramping around the world—Seoul one day, Frankfurt the next, spreading the good word.

Seymore has yakked it up so well that the fair people are about to launch an alligator who presumably will be called Eatmore D. Tourist.

Although this fair will not be spread over vast stretches of tundra like the Montreal Expo, Brussels in '58 or New York, a monorail will make circling tours. And those who fetch up on the west bank of the Mississippi can cross in a bucket strung on a cable.

Admission price will be \$15 a day, but because the exposition covers six neighborhoods, that's only \$2.50 per neighborhood. That presumes your feet will hold out and you can do all six in a day.

The International Neighborhood, in a prime location, is stretched along the river. Perhaps 30 nations are expected to be inside the walls on opening day. Air conditioning will make it a popular place. The International Riverfront will not include the Vatican Pavilion, which will stand on land that belongs to the diocese. Entrance to see the exhibits of Vatican art will be an extra five clams.

The gondola will depart from Centennial Plaza that does honor to the Cotton Centennial held here in 1884. Great Hall is 15 acres of air conditioning enclosing a lagoon for floating performances as well as Louisiana's own offering, a 12-minute boat ride through the bayous.

A gospel and jazz tent will rise in Festival Park playing 12 performances a day of blues, country, reggae, folk, rhythm and soul. Bayou Plaza's big attractions will be Wonderwall, a stretch of architecture through the ages, and an aquacade with eight performances a day in a stadium that seats 3,500.

If the legs last into the darkening hours, Fulton Mall will be two blocks of shops and restaurants and *boites* that will stay open until 2 a.m., among them Reunion Hall, a supper club made to look like an old-style New Orleans dance hall. The jazz greats will be on hand until the last toot.

See ya, Seymore.

The Fair has a German-style beer hall, not mentioned in the story above.

WHAT'S BREWING

The size range of commercial brewers goes from A-B with 60 + million barrels down to a couple of microbrewers for whom 3,000 barrels was a good year, and everything in between. Recently Modern Brewery Age took a look at the smaller producers. Much of the material in this article is taken from their April issue.

Most brewers, giants as well as regionals, are concerned with new products - low alcohol, super-premiums, inexpensive, malt liquors. The market will be flooded with new labels, and the packaging and marketing industry may have a much better year than brewers.

The Biggies

A-B has a veritable zoo of malt liquor name candidates, starting with King Cobra. Miller, which had a profitable year in spite of some slippage, is launching Milwaukee's Best, an all but irresistible bargain. Pabst posted a good first quarter and Stroh showed a Schaefer LA (low alcohol). As "LA" is claimed by A-B, the courts will have to decide. Make the Packaging, Marketing and Legal for growth segments in '84. Heileman also wants to keep "LA" in the public domain as a generic term.

The Regionals

Below 3 million barrel brewers like Genesee and Schmidt, there is Pittsburgh with 1 million and Latrobe at about 3/4 million. There follows a group of brewers (a mash? a barrel? a pack!) ranging from F. X. Matt and Hudepohl at 400,000 barrels down to Wisconsin's Walter at 27,000. Most managed to hold their own. Only two posted gains - Schoenling with their cream ale, and trendy Anchor which now has a new brewery, an ale and an occasional barley wine with enough alcohol to sanitize equipment. There is serious concern for Dixie, which almost lost the war, and Dubuque Star which is looking for backing. Sales volumes and comments are listed below.

Brewer	1983 sales 000 barrels	Comments
Latrobe	700*	Lost some volume in two-month strike last summer
F X Matt	405*	Plans to market aggressively, will introduce new super-premium
Hudepohl	400*	
Eastern	330	Expects to hold its own
Schoenling	315*	Little Kings Cream Ale doing well, could have sold more and are expanding
Jos. Huber	272	Fairly bullish, has upgraded Augsburger line
Gibbons- The Lion	230	Sees much brand proliferation by major brewers, will do likewise

Brewer	1983 sales 000 barrels	Comments
Yuengling	143	Holding its own
Jones	122	Lost 6,000 barrels last year in depressed market, is looking to new market in Southern Ohio
Dixie	113	Down 25% but was saved at last moment from bankruptcy by distributor Neal Kaye, Jr.
Leinenkugel	67	Lost only 1000 barrels in depressed area
Koch	60	Lost 5,000 barrels because of NY bottle bill. Has new super-premium Jubilee Porter
Stevens Point	49	Gained 400 barrels in tough situation
Cold Spring	40*	Had increase in 1983 and is expanding packaging. Super-premium is Cold Spring Export
Spoetzl	36	Off by 1,000 barrels, probably competition from Heileman, Coors and Stroh in Houston
August Schell	35	Expects modest increase with new Super-premium Ulmer Lager. Much competition from big brewers
Straub	34	At capacity now but concerned
Walter	27	Down 1,000 barrels in heavy low price competition and depressed area
Dubuque Star	5.4	Closed part of year, looking for rich uncle.

*estimated

The Micros

The 11 microbreweries are showing increasing sales but also occasional growing problems. Michigan's Real Ale Brewing Co. could no longer afford to buy new bottles every time to comply with sanitation laws - they had no commercial "soaker" and closed shop while trying to relocate. A soft drink bottling shop became available. Real Ale is trying to put some financing together to move brewing and purchase the plant. The other Michigan small brewery, Geyer Brothers, is losing volume just when the debt situation looks less threatening. My heart is with them but the odds are very long. Boulder, Thousand Oaks and Chesapeake Bay are still too small to be consistent in my book. My personal favorite microbeer is Sacramento's River City - we had it at the Master Brewers Convention last fall in San Diego, and MB Jim Schlueter brews a very decent beer. Yakima Brewing and Malting also bears watching. Owner Burt Grant, a transplanted Canadian, knows his business, but expect the kick rather than the kiss of the hops.

Peter H. Blum

DUES

YEAR

ENDS MAY 31



The National Association Breweriana Advertising continues to gain new members and its great to Welcome so many new members. Hope all the new members add or improve your collection by being a member of N.A.B.A. If you have any thoughts what N.A.B.A. should be doing or could do for its members feel free to write.

The 84 San Antonio Convention really sounds like one not to miss. Remember your 84-85 dues must be paid to attend the 84 Convention. If you have a red oval around your address on this issue of the Breweriana Collector you have not paid your 84-85 dues. The N.A.B.A. needs you please pay your dues. Dues still are the same as last year \$15.

Election time is also here for the National Association Breweriana Advertising. After asking all members to nominate themselves or someone else to the officers or directors position the ballot was completed. Because N.A.B.A. pays no motel, travel or meal expenses the members on the ballot really spend their own money to attend two board meetings at Indianapolis and the Convention as well. Please vote and return your ballot to show your thanks to the officers and directors. Send ballot to Executive Secretary Robert Jaeger 2343 Met-To-Wee Lane Wauwatosa Wi. 53226. Ballots must be postmarked before July 26, 1984.

There again will be a hospitality room at the Holiday Inn located at U.S. 421 North and Interstate 465. The date is September 28, 1984 and the time is 8:00P.M. The spring hospitality room saw the largest crowd ever. Come and meet your friends of N.A.B.A. Once again remember the Convention dates August 3-4-5 1984.

Robert E. Jaeger
Executive Secretary

Arbogast Joseph F. (Eleanor)
1528 East 6015 South Village III
Salt Lake City Ut. 84121
801-277-7052
Bottles-calendars
labels-openers
Fisher & Becker Brwgs. Utah

Boyer Richard E. (Katherine)
12688 Grove Ave.
Waukegan Il. 60085
312-336-3852
Coasters-mugs steins-openers
signs-tap knobs-trays

Becci Richard (Maria)
2453 N. Oak Park Ave.
Chicago Il. 60635
312-237-5115
All breweriana-foam scrapers
neon signs-statues-tap knobs

Cottingham Bruce A. (Patricia)
46 Jewel Lane
Cincinnati Oh. 45218

Blazek Dean
312 Sixth Ave.
Antigo Wi. 54409
715-623-3000
Bottles-neon signs
signs

Creuziger Phyllis M. (Dick)
1226 Grove Ave.
Racine Wi. 53405
414-633-9245
Bottles-calendars-clocks
openers-playing cards-trays
Pabst Brwg. Co.

Fink Eugene P. (Rose)
2010 N. Broad Street
Lansdale Pa. 19446
215-855-4734
All breweriana
Fink's Adam Scheidt
Neuweiler all Phila. Brwgs.

Helms August
P.O. Box 404
Union N.J. 07083
201-467-8670
Ball tap knobs

Flynn Gary E. (Victoria)
14470 A Growler Circle
Bangor Bremerton Wa. 98315
206-779-3236
Bottles blob tops-glasses
lithos-mugs steins-tip trays
reverse paint on glass
Pre-prohibition

Herwer Thomas G.
27058 Rio Prado Dr.
Valencia Ca. 91355
805-254-0129
Barrels-bottles-labels
signs-tip trays-trays
Port Townsend Brwg. Co.

Geyer Alan R.
113 Ashwood Way
Harrisbury Pa. 17109
717-545-0910
Coasters-openers
signs-trays
Pennsylvania Brwgs.

Lujan Arthur (Judith)
130 Glamis
San Antonio Tx. 78223
512-533-0385
Clocks-glasses-mirrors
mugs steins-trays-signs
Pearl & Lone Star

renke Adolf W. (Lois)
3 North 061 Lakeview Ct.
West Chicago Il. 60185
312-231-4766
Lithos-tap knobs-trays
reverse paint on glass
Chicago Brwgs. Bock items

Meier Tom (Kathy)
4724 N. 80th Street
Milwaukee Wi. 53218
414-462-5715
All breweriana-paper items
signs-statues-tap knobs-trays
moving signs

Gust Christopher
630 South 63rd Street
Milwaukee Wi. 53214
414-476-1479
Coasters-mini beers
reverse paint on glass
signs-statues-trays

Miller Carl H. Jr.
7440 Brenel Drive
Mentor Oh. 44060
216-357-7402
All breweriana-cans-signs
history-lithos-photos
Brwgs. of Cleveland Oh.

Hauck Cornelius W. (Janet)
8400 Summerhouse Rd.
Cincinnati Oh. 45243
513-561-8842
All breweriana
John Hauck Brwg. Co. Cincinnati

Mooney Dale A.
1222 Carlotta Ave.
Berkeley Ca. 94707
415-526-3166
All breweriana-bottles
cans-labels-signs
California flats & Western cones

Heeter William B.
1801 S. 35th Street
Manitowoc Wi. 54220
414-682-3057
Signs-neon signs

Myers Philip
2902 Duncan Street
Columbia SC 29205
803-771-6271
Cans-history-paper items
signs-tip trays-trays
Harvard, West Virginia
& Atlantic (Southern)

Heidrich David (Paula)
Drawbridge Inn
I-75 at Buttermilk Pike
Ft. Mitchell Ky. 41017
606-341-2800
All breweriana-brewery equipment
neon signs-tap knobs-thermometers

Neal Bill
107 W. North Ave.
Northlake Il. 60164
312-562-6060
Cans-glasses-mugs steins
patches-pitchers-signs

Steger Bill (Emilie)
P.O. Box 358
Castroville Tx. 78009

Owens William E.
Buffalo Bill's Brewery
1082 "B" Street
Hayward Ca. 94541
Brewery equipment-signs
foam scrapers-neon signs
Buffalo Brewing Co.

Zynda Earl A. (La Quita J.)
3603 Savanna Street
Anaheim Ca. 92804
714-827-7744
Ash trays-bottles-glasses
openers-tap knobs-trays
Zynda Brwg. Detroit Mi.
Zynda Brwg. Juneau Ak.

Schmidt Dennis W. (Barbara)
1012 Jefferson Ave.
La Porte In. 46350
219-362-2768
Signs-statues
Busch- All Schmidt Brwgs.

THE REPUBLIC OF **TEXAS!**

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The Cowboy Hall of Fame - Western History and Art, Oklahoma City, Oklahoma
Billy Bob's "TEXAS", Fort Worth, Texas World's Largest Western Club
The Texas Gulf Coast, Galveston, Texas Miles of Sandy Beaches FREE!
The Astrodome and Astroworld - Fun for Everyone, Houston, Texas

IN SAN ANTONIO

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CHARLES MERRILL

BOOK REVIEWS

Stephen Morris, The Great Beer Trek (The Stephen Green Press, Brattleboro, VT 05301, 1984). Paperbound, 212 pages. \$12.45.

What an idea! To travel from Vermont to Washington State, visit nearly every brewery in the country, meet and interview countless veterans of the brewing industry, and then write a book on the experience. Member Stephen Morris, his wife Laura and their dog Guinness did just that, and the book is most enjoyable.

The premise of the trip was to find the "Secret of the Suds." While most American breweries were visited, so were numerous taverns, eating establishments and even the Siebel Institute in Chicago. Even defunct but standing breweries were visited. The idea was not to write just about breweries, but to absorb the beerdrinking experience and the *gemutlichkeit* found whenever beerdrinking friends gather, and finally to learn as much about beer as possible.

The author has a very good writing style; I could not put down the book once I started reading it. Perhaps that is because the trip is one I would like to have taken. In fact, I now feel I did take it, for Morris was able to convey his experiences very well.

My congratulations to the author for a job well done, and my heartiest recommendation to everyone else to read the book.

Robert Swiatkowski

Jody Farr and Phil Myers, The Post-Prohibition Brewery Guide: The 50th Anniversary Edition (Philip Myers, 2902 Duncan Street, Columbia, SC 29205, 1983). Paper, 81+15 pages. \$6.95 + \$1.00 postage.

Member Phil Myers and a co-author have produced a directory of breweries since the end of Prohibition based main on official records of the Bureau of Alcohol, Tobacco & Firearms, trade journals and directories of the industry, and additional information from Fil Graff and Ken Ostrow. Years of operation are given, along with addresses when known. Breweries that may have held BATF permits without brewing beer are marked by an asterisk. An appendix of 15 pages lists BATF permit numbers for 1933-35.

We must make the observation we have made for previous directories: it is nice to have, but a work based mainly on BATF records necessarily does not represent any major advance over the several directories previously done on the basis of such data. This one's advance is listing of permit numbers, which is indisputably useful for classification, especially of labels. That is, one's Arizona Brewing Company labels could be marked ARIZ-U-1006, the company's permit number, with additional numbers for individual specimens. As we have oft opined, classification of artifacts is much needed so that we can know what we are collecting. Unfortunately, we also need some local history from newspapers and other unofficial sources to advance us beyond what the BATF gathered.

This volume deserves some special praise for its cover, an architect's drawing of an unbuilt or at least uncompleted plant of the Richmond Brewing Company of 1934. As the authors note, it is a nice reminder of that happy event, Repeal.

GWH

BUY - SELL - TRADE

Wanted to buy or trade: Any type openers, inc. church keys. Send description or Bull numbers. Will exchange trading lists. Don Reed, 3437 Raymond Street, Laureldale, PA 19605.

Wanted: Breweriana from John Zynda Brewing Co. or White Eagle Brewing Co., Detroit: bottles, labels, ash trays, glasses, openers, tap knobs or trays. Earl Zynda, 3603 Savanna Street, Anaheim, CA 92804.

Trays: List of over 65 of my duplicates for sale or for trade for Wisconsin trays or other Wisconsin breweriana. Send your list or SASE to Edward Carberry, 700 South First, Marshall, MN 56528.

Wanted to buy: Koller brand tap knob, Chicago. George W. Hilton, Dept. of Economics, UCLA, Los Angeles, CA 90024.

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EVENTS OF INTEREST

- July 5-7: Brewery Collectibles Convention, Executive Inn, Owensboro, KY. Contact Jeff Cameron, P. O. Box 43, Colmar, PA 18915.
- July 7-8: Summer Advertising Antique Show, Indianapolis.
- July 20-21: Eastern Coast Brewerian Association convention, Jones Brewing Co., Smithton, PA. For details write Bob Hudenski, 101 Craigwood Drive, Coraopolis, PA 15108.
- July 31-August 5, with connecting tour August 5-14: Stein Collectors International, Trier-Mettlach, Germany. For information write Mrs. Vera Christy, P. O. Box 651, Mendota, MN 55150.
- August 3-5: National Association of Breweriana Advertising convention, El Tropicano Hotel, San Antonio, TX.
- August 10-11: Canadian Brewerianist convention, Kitchener, Ontario.
- September 13-15: Beer Can Collectors of America national convention, Cedar Rapids, IA.
- September 29-30: Fall Antique Advertising Show, Indiana State Fairgrounds, Indianapolis. NABA will hold a hospitality hour beginning at 8:00 PM, Friday, September 28 at the Holiday Inn, U. S. 421 north at I-465.
- October 5-6: Joint ECBA-NABA meet, Cleveland, OH. For details contact Jeanette Bendula, 30201 Royalview Dr., Willowick, OH 44094. (216) 944-4355.
- October 27-28: Monarch Coaster Chapter, buy-sell-trade meet with auction, Hyatt Regency Hotel at O'Hare Airport, Chicago. Tables \$15. Write Paul Zagielski, 6523 S. Kolin Avenue, Chicago, IL 60629.

IN MEMORIAM: JOHN COLE

The death of a fellow collector is bound to diminish our own life; at the least, we will never meet again where breweriana and breweriana stories are traded. The death of John Cole last fall was particularly sad, for he took his own life at an age which men would consider their prime.

It did not seem that John was any more complex or any less fortunate than many of us, but obviously there were problems which he could not or would not share.

John, I thought, had become too competitive and mercenary, and I did not realize his state of mind. The last time we met he tried to sell me a tray and I turned him down. I should have invited him to have a beer and a chat - it would not have made any difference, but it might if enough of us had understood and extended to him the fellowship we shared at one time. Let those of us who knew him remember him at his best. John Cole, who felt that only death would bring him peace, should make a difference in our lives.

Peter H. Blum

PLAN TO ATTEND!

**1984
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